

CLAIMS:

Having thus described our invention, what we claim as new, and desire to secure by Letters Patent is:

1. A method for extending off-line experiences between parties in an on-line context over a public communications network, said method including the steps of:
 - a) accessing a list of folder structures for on-line viewing via a web-browser device, each said folder structure associated with a particular location where a prior off-line experience had taken place and including one or more messages submitted by persons that relate to continuing a specific prior interaction involving said person and another at said location;
 - b) enabling said another person to select a folder and initiating display via said web-browser device of all messages submitted by users regarding their prior interactions at a selected location;
 - c) enabling said another person to select a message recognized as being submitted by said person and relating to a specific prior off-line experience with said person; and
 - d) in response to said selection, providing a link enabling user generation of a confidential reply message for continuing said prior off-line experience between said person and said another in an on-line context via said public communication network.

1 2. The method for extending off-line experiences between parties as claimed in
2 Claim 1, wherein prior to said step a), the step of:

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4 enabling a first person to generate a message by specifying information including:
5 a time and location where said prior off-line experience with a second person had
6 taken place; and,

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8 communicating said message over a public network for storage in said public
9 accessible folder associated with the specified location.

1 3. The method for extending off-line experiences between parties as claimed in
2 Claim 1, wherein said location includes a particular venue.

1 4. The method for extending off-line experiences between parties as claimed in
2 Claim 1, wherein said location includes a particular event.

1 5. The method for extending off-line experiences between parties as claimed in
2 Claim 2, wherein each person submitting a message has an associated inbox for
3 receiving and storing e-mail messages, said step d) of providing a link enabling
4 generation of said reply message includes:

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6 displaying entry window enabling a second person to enter a reply message via
7 said web-browser device;

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9 formulating an e-mail including said reply message; and,
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transmitting said e-mail over said public communications network for automatic input to an inbox of said person for subsequent retrieval, wherein said inbox is not publicly accessible.

6. The method for extending off-line experiences between parties as claimed in Claim 2, wherein prior to said accessing step a), the step of organizing said list of public folders for display as a hierarchy of zones and locations within each zone, said accessing including the step of navigating to a particular location via said hierarchy.

7. The method for extending off-line experiences between parties as claimed in Claim 6, further including the step of creating a new public folder associated with a new location not listed in said view of publicly available folders.

8. The method for extending off-line experiences between parties as claimed in Claim 3, further including the step of initiating the display of advertisements associated with products and services of third party entities via said web-browser device.

9. The method for extending off-line experiences between parties as claimed in Claim 8, further including the steps of selecting and displaying advertisements targeted for users having a presumed set of characteristics associated with a current selected venue location.

10. A system for extending off-line experiences between parties including:

memory storage device including a plurality of folders, each folder associated with a particular location and each functioning as a repository of messages submitted by users that relate to continuing a specific prior interaction

6 involving said person and another at said location;

7
8 server means enabling communication over a public network of a list of
9 said folders for on-line viewing via a web-browser, each said folder being
10 selectable by a user via a selection device;

11
12 mechanism responsive to user selection of a folder for displaying all
13 messages submitted by users that are associated with the selected folder, each said
14 message being selectable by a user via said selection device and including a link
15 facilitating continuation of said prior off-line experience between said parties at
16 said location;

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18 mechanism enabling a user to activate said link and initiate generation of a
19 user reply message for continuing said prior off-line experience in an on-line
20 context via said communication network.

1 11. The system as claimed in Claim 10, further comprising:

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3 means for enabling generation of messages including specification of a time and
4 location where said prior off-line experience with a second person had taken
5 place; and,

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7 communication device for enabling transmission of said message over a network
8 for storage in said folder associated with the specified location.

1 12. The system as claimed in Claim 10, wherein said location includes a particular
2 venue.

1 13. The system as claimed in Claim 10, wherein said location includes a particular
2 event.

1 14. The system as claimed in Claim 11, wherein said user reply message
2 comprises an e-mail, said system further comprising: privately accessible inbox
3 storage device associated with a user sending messages for receiving and storing
4 e-mail reply messages and accessing said messages via said communications
5 network, wherein said user generated reply messages are input automatically to an
6 inbox of said person for subsequent retrieval.

1 15. The system as claimed in Claim 11, further comprising mechanism for
2 organizing said list of folders as a hierarchy of zones and locations within each
3 zone.

1 16. The system as claimed in Claim 13, further including means for creating a
2 new folder structure associated with a location not listed in said view of publicly
3 available folders.

1 17. The system as claimed in Claim 12, further including an ad rotator mechanism
2 for displaying advertisements associated with products and services of third party
3 entities for viewing by a user via said web-browser, said ad rotator mechanism
4 selecting and displaying advertisements targeted for users having a presumed set
5 of characteristics associated with a current selected venue location.

1 18. A program storage device readable by a machine, tangibly embodying a
2 program of instructions executable by the machine to perform method steps for
3 extending off-line experiences between parties in an on-line context over a public
4 communications network, said method steps comprising:
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- 6 a) accessing a list of folder structures for on-line viewing via a web-browser
7 device, each said folder structure associated with a particular location where a
8 prior off-line experience had taken place and including one or more messages
9 submitted by persons that relate to continuing a specific prior interaction
10 involving said person and another at said location;
- 11 b) enabling said another person to select a folder and initiating display via said
12 web-browser device of all messages submitted by users regarding their prior
13 interactions at a selected location;
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- 15 c) enabling said another person to select a message recognized as being submitted
16 by said person and relating to a specific prior off-line experience with said person;
17 and
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- 19 d) in response to said selection, providing a link enabling user generation of a
20 confidential reply message for continuing said prior off-line experience between
21 said person and said another in an on-line context via said on-line communication
22 network.

1 19. A web-based connection service for extending off-line experiences between
2 persons in an on-line context comprising:

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4 server device for transmitting web-based communications over a public
5 communications network, for causing the display, via a receiving web-browser
6 device, of message notes posted by persons having had a prior interaction with
7 another at a particular location or event, said message notes organized for display
8 in accordance with a particular location or event and being public accessible for
9 selection by users;

10
11 mechanism associated with each message for enabling user generation of a reply

12 e-mail message by another and dispatch of said message confidentially for receipt
13 by a poster of the selected message, whereby a private dialogue between parties
14 wishing to extend off-line experiences at said venue via e-mail is enabled.

1 20. The web-based connection service as claimed in Claim 19 further comprising
2 a privately accessible inbox storage device associated with a user posting
3 messages for receiving and storing reply e-mail messages and enabling access to
4 said messages via said web-browser device.

1 21. The web-based connection service as claimed in Claim 19 further comprising
2 a mechanism for initiating display of advertisements associated with products and
3 services of third party entities for viewing by a user via said web-browser, said ad
4 rotator mechanism selecting and displaying advertisements targeted for users
5 having a presumed set of characteristics associated with a current selected venue
6 or event.

1 22. A method for extending off-line experiences between persons in an on-line
2 context comprising:
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4 a) transmitting web-based communications over a public communications
5 network, for causing the display, via a receiving web-browser device, of message
6 notes posted by persons having had a prior interaction with another at a particular
7 location or event, said message notes organized for display in accordance with a
8 particular location or event and being public accessible for selection by users;
9 and, in response to user selection of a message note,

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11 b) enabling user generation of a reply e-mail message by another and dispatch of
12 said message confidentially for receipt by a poster of the selected message,

13 whereby a private dialogue between parties wishing to extend off-line experiences
14 at said venue via e-mail is enabled.

1 23. The method as claimed in Claim 22, wherein step b) includes the step of:

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3 receiving and storing reply e-mail messages in a privately accessible inbox
4 storage device associated with a user posting messages; and,

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6 enabling user access to said messages via said web-browser device.

1 24. The method as claimed in Claim 22, further comprising the steps of:

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3 initiating display of advertisements associated with products and services of third
4 party entities for viewing by a user via said web-browser; and,

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6 selecting and displaying advertisements targeted for users having a presumed set
7 of characteristics associated with a current selected venue or event.